

MARIN EMERGENCY RADIO AUTHORITY

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DATE: January 8, 2014
TO: MERA Executive Board
FROM: Dave Jeffries, Special Project Manager
SUBJECT: AGENDA ITEM **B-2**: REPORT ON ROUND TWO PRESENTATIONS

Recommended Action: Receive Report on Round Two Presentations.

Background: As the Round One Presentations wind down, and the effort to inform all MERA Member Agencies of the current status, future plans and potential future MERA funding approaches conclusion, we now begin the next significant effort, to develop the Round Two Presentations in an effort to gain support for the Parcel Tax from each MERA Member Agency. We have completed all of the scheduled Round One Presentations and even provided make-up presentations for four officials who were either unable to attend their Round One Presentation (1) or were newly elected in November, 2013 (3). We will continue this make up outreach through January, 2014.

Presentation Overview: For this effort, we propose a different presentation model, with local Chiefs (LC) introducing the subject and later resuming the presentation when it comes time to discuss the resolution and local vote. The Project Manager (PM) will deliver the bulk of these Round Two Presentations between introduction and resolution. The presentation and its related documents are in final development and will be presented to the POC in the near future.

MERA Member agencies will be provided with a draft staff report that they can re-format for local protocols and a draft resolution to show their support for this project, which would later be compiled with other resolutions of support and presented to the Board of Supervisors.

Slide #1: Introductory Slide (LC)
Slide #2: MERA Overview (LC)
Slide #3: Why we are Replacing Gen I: Three points (PM)
Slide #4: Overview of Replacement Proposal (PM)
Slide #5: Project Timeline thru 2018 & Beyond (PM)
Slide #6: Gen II Budget – Capital (PM)
Slide #7: Gen II Budget O&M (PM)

- Slide #8: Finance Alternatives (PM)
- Slide #9: Parcel Tax Overview and Exemptions (PM)
- Slide #10: Parcel Tax – Residential and Agriculture Details (PM)
- Slide #11: Parcel Tax – Commercial and Industrial Detail (PM)
- Slide #12: Capital Expenses over Time (PM)
- Slide #13: Comparing Total Costs Thru FY 22 (PM)
- Slide #14: Closing Summary (PM)
- Slide #15: Resolution (LC)

Presentation Timeline:

November, 2013 – January, 2014: Finalize Round Two Presentations

January, 2014 – February, 2014: Early Round Two Presentations (City Managers, Chiefs and Directors Associations)

February, 2014 – May, 2014: MERA Member Presentations

July, 2014: MERA Request to Marin Board of Supervisors to place Parcel Tax on November, 2014 ballot.

November, 2014: November, 2014 Election

Presentation Packet for Round Two:

- 1) Introduction, Index and Sample Agenda Language
- 2) PowerPoint – Notes Version
- 3) Presenter FAQ Index and Presenter FAQ
- 4) Sample Staff Report
- 5) Sample Resolution
- 6) Public FAQ and FACT